



(19) Europäisches Patentamt  
European Patent Office  
Office européen des brevets



(11) Publication number:

0 355 697 A3

(12)

## EUROPEAN PATENT APPLICATION

(21) Application number: 89115118.5

(51) Int. Cl. 5: H04N 7/173

(22) Date of filing: 16.08.89

(30) Priority: 19.08.88 JP 204721/88

(71) Applicant: HITACHI, LTD.  
6, Kanda Surugadai 4-chome  
Chiyoda-ku, Tokyo 100(JP)

(43) Date of publication of application:  
28.02.90 Bulletin 90/09

(72) Inventor: Baji, Toru  
Miharashinoie C-608 2 Koyodal-4-chome  
Inagi-shi(JP)  
Inventor: Nakano, Yukio  
Hitachi Owada Apartment D-302  
47-1, Akatsukicho-1-chome Hachioji-shi(JP)  
Inventor: Tanabe, Shiro  
Hitachi Koyasudai Apartment A-103  
32, Koyasumachi-2-chome Hachioji-shi(JP)  
Inventor: Nakagawa, Tetsuya  
Hitachi Shoburyo 18-30, Midoricho-5-chome  
Koganei-shi(JP)  
Inventor: Kojima, Hirotsugu  
15-12, Koyama-3-chome  
Nerima-ku Tokyo(JP)

(84) Designated Contracting States:  
DE FR

(74) Representative: Strehl, Schübel-Hopf,  
Groening  
Maximilianstrasse 54 Postfach 22 14 55  
W-8000 München 22(DE)

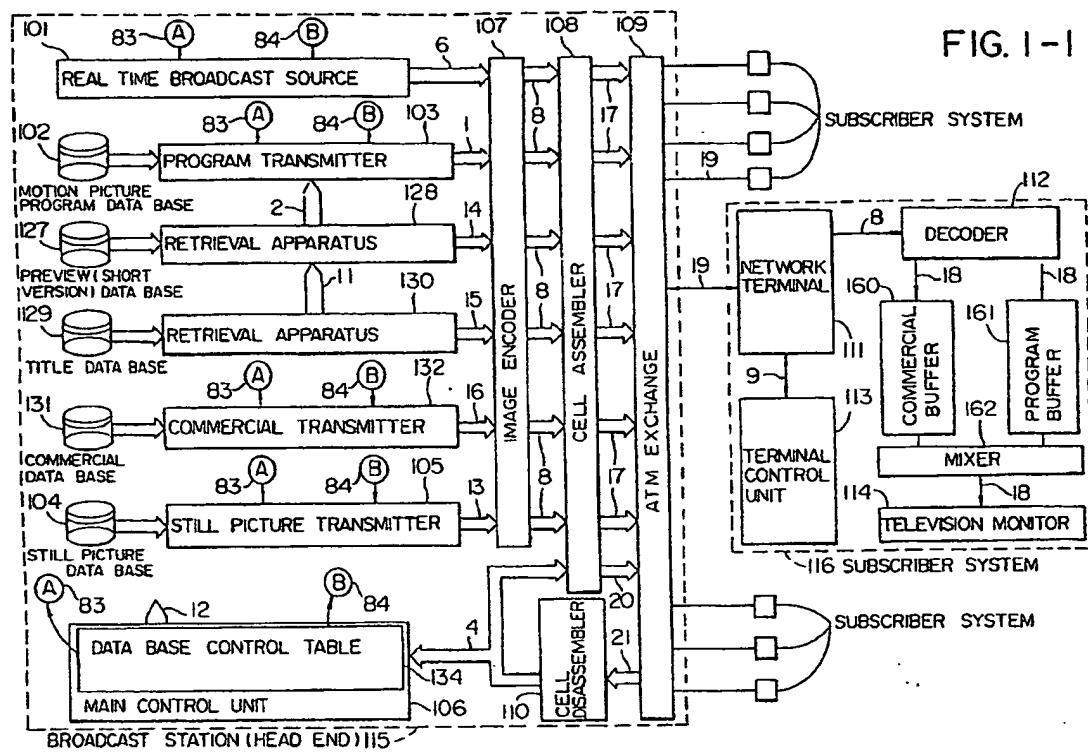
(88) Date of deferred publication of the search report:  
03.07.91 Bulletin 91/27

(54) Multimedia bidirectional broadcast system.

(57) A multimedia bidirectional broadcast system including a broadcast station (115) and subscriber terminals (116). The broadcast station (115) includes a main control unit (106) having therein a data base control table (134) in which program and commercial down load sequences are recorded depending on a setting effected by a subscriber, a motion picture program data base (102), a commercial data base (131), a program transmitter (103) for effecting accesses and transmissions of transmission programs onto transmission lines based on the setting of the main control unit (106), a commercial transmitter (132) for accessing the commercial data base (131)

and for transmitting content thereof based on the setting of the main control unit (106), an image encoder (107) for achieving a bandwidth compression on a video signal, a cell assembler (108) for processing data to be transmitted onto a broadband transmission line so as to generate a cell of the data, and an asynchronous transfer mode exchange (109) for delivering the cell to a subscriber system (116) associated therewith. Each of the subscriber systems (116) includes a network terminal (111), a terminal control unit (113), a decoder (112) to decode the compressed video signal, and a television monitor (114).

EP 0 355 697 A3





European  
Patent Office

EUROPEAN SEARCH  
REPORT

Application Number

EP 89 11 5118

DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (Int. Cl.5)		
A	DE-A-2 550 624 (SIEMENS AG) " page 3, lines 13 - 28; claim 1; figures ** page 7, line 7 - page 8, line 16 " - - -	1,5	H 04 N 7/173		
P,A	GB-A-2 207 838 (TELEACTION CORP) " page 1, line 12 - page 2, line 25 ** page 6, line 15 - page 7, line 4 ** abstract; figure " - - -	1,16			
P,A	GB-A-2 209 082 (HASHIMOTO CORP) " page 1, line 22 - page 2, line 23 ** abstract; figures 1-2 " - - -	1,16			
A	IEEE JOURNAL ON SELECTED AREAS IN COMMUNICATION. vol. SAC-4, no. 4, July 1986, NEW YORK US pages 429 - 437; Heinrich Armbüster: "Applications of future broad-band services in the office and home" " the whole document " - - - -	1,15			
TECHNICAL FIELDS SEARCHED (Int. Cl.5)					
H 04 N G 09 F H 04 Q					
The present search report has been drawn up for all claims					
Place of search	Date of completion of search	Examiner			
The Hague	26 April 91	ISA S.			
CATEGORY OF CITED DOCUMENTS					
X: particularly relevant if taken alone Y: particularly relevant if combined with another document of the same category A: technological background O: non-written disclosure P: intermediate document T: theory or principle underlying the invention					
E: earlier patent document, but published on, or after the filing date D: document cited in the application L: document cited for other reasons R: reexamination document B: member of the same patent family, corresponding document					